

1 This listing of claims will replace all prior versions, and listings, of claims in
2 the application.

3 **Listing of Claims**

4
5 Claim 1 (Currently amended): A method, comprising:
6 retrieving printing device data from component memory on a first
7 replaceable component used in a ~~first~~-printing device;
8 storing the printing device data in a marketing database;
9 associating the printing device data with the first printing device;
10 searching the marketing database for a second ~~printing device~~ replaceable
11 component that meets certain search criteria associated with the printing device
12 data; and

13 applying a pre-determined marketing solution for the second ~~printing~~
14 ~~device~~ replaceable component found to meet the search criteria.

15
16 Claim 2 (Currently amended): The method as recited in claim 1,
17 wherein the applying a pre-determined marketing solution further comprises
18 notifying a customer that uses the ~~second~~-printing device of a product that is
19 related to the customer's use of the ~~second~~-printing device.

20
21 Claim 3 (Previously presented): The method as recited in claim 1,
22 wherein the printing device data further comprises information regarding an
23 environment of the ~~first~~-printing device and the search criteria includes a printing
24 device environment criterion.
25

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2 Claim 4 (Currently amended): The method as recited in claim 1,
3 wherein the printing device data further comprises information regarding first
4 printing device usage and the search criteria includes a first-printing device usage
5 criterion.

6
7 Claim 5 (Canceled)

8
9 Claim 6 (Previously presented): The method as recited in claim 1,
10 wherein:

11 the marketing database further comprises quality control data that identifies
12 problems with certain products when used under certain conditions; and further
13 comprising:

14 searching the marketing database for a product that is used under a
15 condition identified by the quality control data.

16
17 Claim 7 (Currently amended): The method as recited in claim 1,
18 wherein the search criteria further comprises a particular type or model of [[[a]]the
19 printing device.

20
21 Claim 8 (Currently amended): The method as recited in claim 1,
22 wherein the search criteria further comprises a component of a particular type or
23 model of [[a]]the printing device.

1 Claim 9 (Currently amended): The method as recited in claim 1,
2 wherein the ~~first~~ printing device is a laser printer and the first and second
3 replaceable components ~~[[is]]~~are ~~[[a]]~~ toner cartridges.

4
5 Claim 10 (Currently amended): The method as recited in claim 1,
6 wherein the ~~first~~ printing device is an inkjet printer and the first and second
7 replaceable components ~~[[is]]~~are ~~[[an]]~~ ink cartridges.

8
9 Claim 11 (Currently amended): The method as recited in claim 1,
10 wherein the marketing solution is stored in the marketing database and is
11 associated with the ~~[[first]]~~ printing device.

12
13 Claims 12-26 (Canceled)